

**METHOD AND SYSTEM FOR REAL-TIME
DETERMINATION OF A SUBJECT'S INTEREST LEVEL
TO MEDIA CONTENT**

ABSTRACT OF THE DISCLOSURE

- 5 A system and method for unobtrusively detecting a subject's level of interest in media content, includes detecting to what a subject is attending, measuring a subject's relative arousal level; and combining information regarding the subject's arousal level and attention to infer a level of interest.